

Amazon clobbers competition, accounting for over 40% of US retail ecommerce sales in 2021

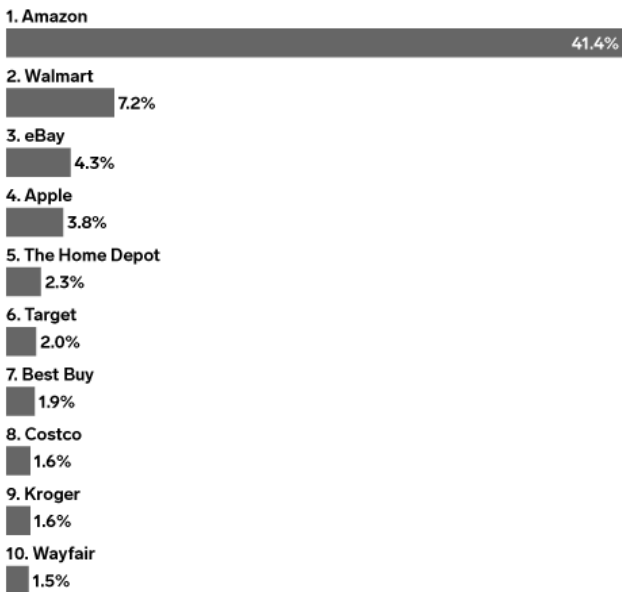
Article

The forecast: In 2021, Amazon will account for **41.4%** of all US retail ecommerce sales. The tech giant will contribute **more than 50%** of US growth in online sales from 2019 to 2021. We

estimate Amazon's ecommerce sales will rise by **\$168.53 billion** in that time frame, to reach a staggering **\$386.40 billion** by the end of this year.

Top 10 US Retailers, Ranked by Retail Ecommerce Share, 2021

% of total retail ecommerce sales



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes privately held companies and travel and event tickets
Source: eMarketer, June 2021

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A deeper dive:

- While many retailers saw a frenzy of pandemic-driven ecommerce growth over the past 18 months, Amazon remains the dominant retailer and will earn more than **\$2 of every \$5** spent shopping online in the US this year.
- Its closest US competitor is **Walmart**, but with 7.2% of the ecommerce market, the big-box store doesn't hold a candle to Amazon and its mammoth share.
- Much of Amazon's growth is fueled by consumer electronics sales, which made up **\$94.40 billion** of Amazon's gross merchandise value in 2020, according to Comscore data cited by J.P. Morgan.
- The company also has the market for books and magazines cornered, pocketing **80%** of those online sales last year, per Comscore.

Amazon Share of US Ecommerce Sales, by Product Category, 2020

millions and % of total

	Total ecommerce spending	Amazon GMV	Amazon share of ecommerce
Books and magazines	\$14,829	\$11,864	80%
Consumer electronics	\$188,808	\$94,404	50%
Consumer packaged goods	\$121,017	\$57,483	48%
Toys and hobbies	\$19,373	\$8,718	45%
Apparel and accessories	\$107,934	\$42,094	39%
Office supplies	\$26,204	\$10,219	39%
Sports and fitness	\$16,913	\$6,596	39%
Furniture, appliances, and equipment	\$47,491	\$15,435	33%
Home and garden	\$26,249	\$7,875	30%
Flowers, greetings, and miscellaneous gifts	\$11,353	\$2,838	25%
Jewelry and watches	\$14,366	\$3,591	25%
Other	\$98,619	\$38,168	39%
Total	-	\$299,285	39%

Note: excludes Amazon's physical stores revenues (e.g., Whole Foods) and event tickets; consumer electronics includes computer hardware, computer software, consumer electronics, video games/consoles/accessories, and music/movies/videos; other includes general services, online services, and other products such as arts/collectibles and auto accessories

Source: Comscore as cited in J.P. Morgan, "Retail vs. Amazon: 9th Annual Deep Dive - The State of Retail on the Other Side," June 11, 2021

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Looking ahead: Though spending behaviors may look as if they're returning to the pre-pandemic normal, Amazon's ecommerce sales will keep on growing. We estimate that by the end of 2022, the company will rack up **\$463.10 billion** in US ecommerce sales.